



**JOE DANBURG**  
To Open New Store

## New Danburg Store to Open In King Center

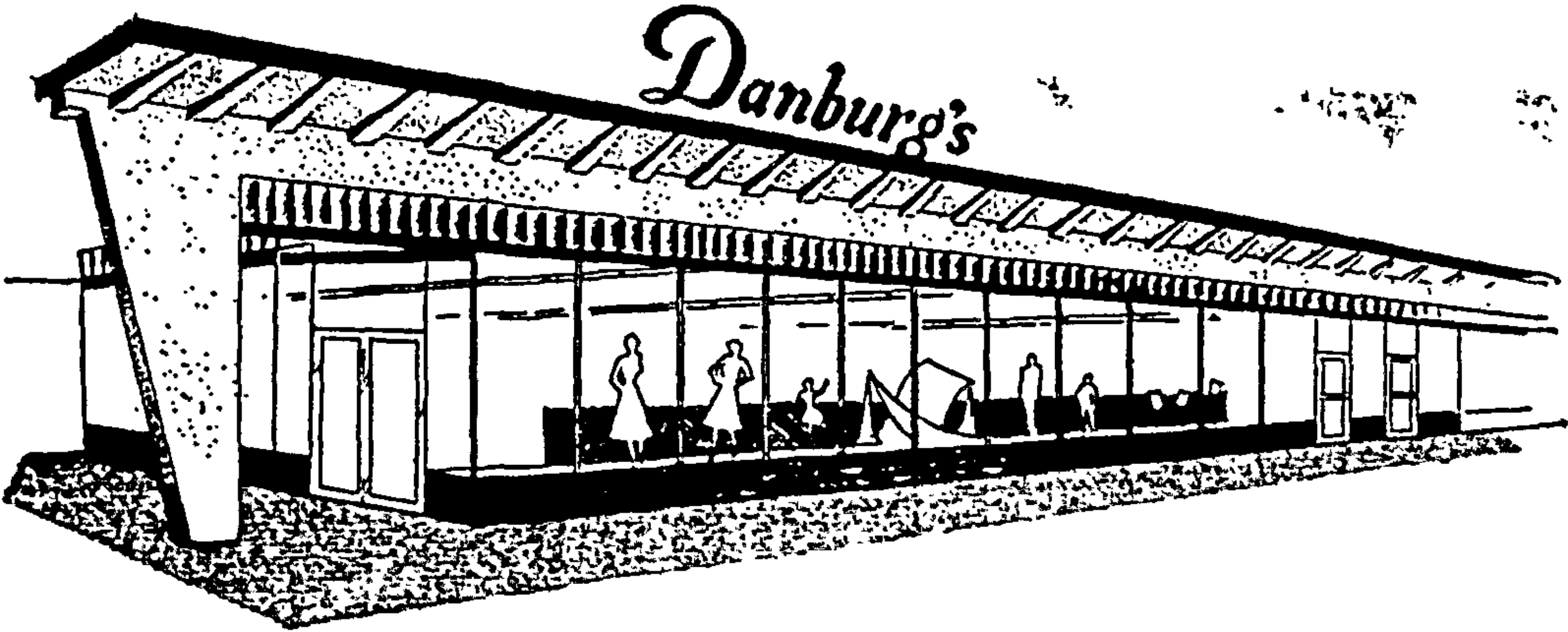
Danburg's newest and most modern department store will hold its formal opening Thursday through Saturday in King Center, at Holmes and Chocolate Bayou Roads.

Joe Danburg, president of the chain who started his stores in Houston 21 years ago, said that the new store includes 15 departments, and carries 1200 lines of merchandise.

The exterior of the department store, located in the east of a busy intersection, is designed to make the entire front of the building serve as a display window.

Fifty salesmen will be on duty opening day, said Mr. Danburg. The regular staff will be 20 employees, all drawn from the surrounding area.

Each department has its own specially built show cases. In the infants wear section lighted glass display cases are set into the shelving.



**MODERN VISUAL DESIGN** makes the entire length of the new Danburg department store in King Center serve as a mammoth display case.

Formal opening of the store, at 4530 Holmes Road, will be held Thursday through Saturday.

## Baby Drinks Laundry Bleach, Almost Dies

A drink of liquid laundry bleach almost cost 14-month-old Avery Cotton his life about noon Saturday. However, he was rushed to a hospital in time and

his condition is reported "fair."

The son of Mr. and Mrs. Alford Cotton, 1304 DeBoll, was taken to Jefferson Davis Hospital. His

father is a student at the University of Houston. Young Avery obtained the "snort" of bleaching fluid while his mother wasn't looking.

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# GOSSIP

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